

Campaign Messages and Materials

Connecting with the voter

Developing a Message

- What are my values?
- What values do my constituents share?
- How can I say it simply?

Parties and politicians use simple slogans



Sometimes alliteration works



Repetition can strengthen the message





Develop an Emotional Message

- How do I feel about my values?
- How do I connect with voters' emotions?
- What emotional sentiments do I share with my voters?

Emotional appeals: The Heart of the Matter



Appeal to Voters' Emotions



Talk to your voters



Be careful about the emotional message you are creating



Women's Campaign Messages



Hands and arms show strength



Campaigning with Male Images



Deity Images



Based on your values, what is your message?

- Exercise:
 - Develop a simple message
 - Tied to your values
 - Make it memorable
 - Share it with your table

Party provides materials



What campaign materials work best for you?



Is this effective?



Do you need other materials to connect with voters?



Do you need a website?

Will anyone use it?



Brochures and mailers:

Your chance to tell your story



Campaign Materials

- Exercise
 - Take a sheet of paper
 - Sketch a quick design of one:
 - Yard sign
 - Brochure
 - Website
 - Mailer
 - ... Share it with your table

Message and materials

- A believable message
- A simple message
- A message linked to your values
- Your solution is a vision for the future
- Materials are your opportunity to tell your story
- Materials widespread in the community indicate support and credibility
- Message and materials represent YOU: use them wisely